

A R I Z O N A

TOURISM

UNIVERSITY

FY 2009 Workshop Schedule

<u>Topic Workshops</u>	<u>Dates and Time</u>	<u>Location</u>
Interactive Marketing	1 – October 28 th , 9-12 noon 2 – October 30 th , 9-12 noon 3 – November 7 th , 1-4 p.m.	1 – White Stallion Ranch - Tucson 2 – Lowell Observatory - Flagstaff 3 – Online Workshop

The "Four Key Pieces to the Interactive Marketing Puzzle" workshop is an informative and in-depth look at four of the most common interactive / online marketing elements: Search, E-mail, Social and Analytics. Building upon the previous Arizona Tourism University workshop, 'How to Develop an Interactive Marketing Strategy,' this year's workshop will expand upon these '4 Keys' giving attendees real-world examples, tips and tools that can be applied to their current interactive marketing campaigns.

Grant Assistance	December 2008	1 – Southern AZ 2 – Northern AZ 3 – Online Workshop
Partnerships	February 2009	1 – Southern AZ 2 – Northern AZ 3 – Online Workshop
Arizona Centennial	February 2009	1 – Southern AZ 2 – Northern AZ 3 – Online Workshop
TEAM Grant Technical Assistance Workshop	March 2009	1 – AOT and Online 2 – AOT and Online
Grand Impressions	February 2009	TBD
Research	April/May 2009	1 – Southern AZ 2 – Northern AZ 3 – Online Workshop
Marketing	April/May 2009	1 – Southern AZ 2 – Northern AZ 3 – Online Workshop

*Stay tuned to AOT In Action for further updates.
If you are not currently receiving AOT In Action and would like to,
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